

**REMARKS**

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

**Status of Claims:**

No claims are currently being cancelled.

Claims 1, 4, 5 and 8 are currently being amended.

Claims 12-15 are currently being added.

This amendment adds and amends claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claims remain under examination in the application, is presented, with an appropriate defined status identifier.

After adding and amending the claims as set forth above, claims 1-15 are now pending in this application.

**Request for Acknowledgement of Priority Document Submitted to PTO:**

Applicant respectfully requests that the next PTO correspondence indicate acknowledgement of the certified copy of the priority document that was submitted to the PTO on July 30, 2001.

**Claim Rejections – Prior Art:**

In the Office Action, claims 1, 2, 4, 5, 8 and 9 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,848,396 to Gerace; and claims 3, 6 and 7 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Gerace in view of U.S. Patent Publication No. 2005/0192008 to Desai. These rejections are traversed with respect to the presently pending claims under rejection, for at least the reasons given below.

Presently pending independent claim 1 has been amended to recite advertisement information input means for inputting advertisement information to be stored with the advertisements, the advertisement information including at least one keyword corresponding to the advertisements that are input by an advertiser. See, for example, the “Keywords” data entry box in Figure 4 of the drawings.

As further explained in new claim 13, the advertisement presentation means matches the at least one keyword corresponding to at least one of the advertisements that are input by the advertiser, with the keyword extracted by the interest estimation means, and if there is a match, the at least one of the advertisements is presented to the user along with the user schedule information.

While Gerace describes a system in which advertisement information is provided to a user, Gerace does not teach or suggest that an advertiser is allowed to enter in keywords for his/her advertisements, whereby those keywords are compared with keywords of a user (extracted based on interests of the user, for example), in order to determine which, if any, advertisements to present to the user along with the user's schedule information.

Note that column 9, lines 49-51 of Gerace describes that "sponsor provided advertisements are able to be inserted at the top of the screen view and at the end (i.e., after) a Personals Page) screen view", but this falls well short of the features recited in presently pending independent claim 1 and in new dependent claim 13.

Accordingly, since Desai does not rectify the above-mentioned shortcomings of Gerace, presently pending independent claim 1 is believed to distinguish over the cited art of record, alone or in combination.

Presently pending independent claims 5 and 8 have been amended in a manner similar to the amendments made to claim 1, and thus those independent claims are also believed to distinguish over the cited art of record.

The presently pending dependent claims under rejection are patentable due to their respective dependencies on one of the base claims discussed above, as well as for the specific features recited in those dependent claims.

**New Claims:**

New claims 12-15 have been added to recite additional features of the present invention that are believed to provide a separate basis of patentability for those claims, beyond the reasons provided above for their respective base claim. For example, the features of claim 13, discussed above, are not taught or suggested by the cited art of record. Also, new

claims 12 and 15 recite other advertisement data that is shown best in Figure 4 of the drawings, whereby an advertiser enters such information using a GUI, for example. Such features are not taught or suggested by the cited art of record.

Furthermore, new claim 14 recites that keywords of the user are compared with keywords of the advertisements, and also advertisement valid periods of the advertisements are compared with user schedule data of the user schedule information, and only if both match is an advertisement provided to the user with the user schedule information. Such features are not taught or suggested by the cited art of record.

**Conclusion:**

Since all of the issues raised in the Office Action have been addressed in this Amendment and Reply, Applicant believes that the present application is now in condition for allowance, and an early indication of allowance is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date June 21, 2006

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